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AMENDMENT

This listing of claims will replace all prior versions and listings of claims in the Application.

LISTING OF CLAIMS:

1. **(Currently Amended)** A computer-implemented method of providing prices paid for purchased items, comprising ~~the steps of:~~

~~obtaining receiving information from a plurality of retail stores to determine an identification of a purchased item and a price paid for the purchased items item from a retailer after a predetermined number of purchases have been made from the retailer;~~

~~recording in a central price-paid database remote from the retailer retail stores at least one of an item the identification and the [[price-paid]] price paid for each of the purchased items by recurrently obtaining on a predetermined schedule from checkout computers at the retail stores said information about the price paid for purchased items item; and~~

~~publishing at least a portion of the price-paid database.~~

2. **(Currently Amended)** The method of Claim 1, ~~wherein the step of obtaining the information comprises further comprising:~~

~~obtaining receiving a customer identification associated with each the purchased item; and~~

~~recording the customer identification in the price-paid database.~~

3. **(Currently Amended)** The method of Claim 2, wherein ~~the step of obtaining a receiving the customer identification comprises:~~

~~receiving the customer identification based on a scan scanning at least one of a frequent shopper card, a credit card, a club member card, and or a debit card.~~

4. **(Currently Amended)** The method of Claim 2, wherein ~~the step of obtaining a receiving the customer identification comprises:~~

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receiving the customer identification based on a scan scanning at least one of a fingerprint, retinal scan a retina, and or a signature.

5. (Currently Amended) The method of Claim 1, 2, wherein the step of obtaining the information comprises further comprising:

recording the identification and the price paid for each of the purchased items in the checkout computer; and

recurrently uploading the recorded receiving the identification and the price paid to a central computer containing the price paid database price paid.

6. (Currently Amended) The method of Claim [[5]] 1, further comprising:

comparing the price paid to an inventory list price;

recording at least one of the receiving an inventory list price and or a price differential between the inventory list price and the price paid; and

recurrently uploading the at least one of the recording the inventory list price and the or the price differential to the central computer in the central database.

7. (Currently Amended) The method of Claim 6, further comprising:

recording at least one of the customer identification and a store identification; and

recurrently receiving uploading the at least one of the customer identification and a store identification; and to the central computer

recording the store identification in the price paid database.

8. (Currently Amended) The method of Claim 7, wherein the step of recording comprises further comprising:

formatting the price paid database into one or more columnar entries, wherein the columnar entries include at least one of entries that store the customer identification, the store identification, the purchase item identification, the [[price paid]] price paid, the inventory list price, [[and]] or the price differential.

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9. (Currently Amended) The method of Claim ~~[[8]]~~ 1, wherein ~~the step of publishing at least a portion of the price-paid database~~ comprises:

~~providing or generating a web page that displays the at least a portion of the price-paid database.~~

10. (Currently Amended) The method of Claim 9, wherein ~~the step of providing~~ comprises further comprising:

~~selecting from receiving, in association with the web page, a selection price-paid information from at least one of a district, a store selection, a customer selection, a brand selection, and or a sales category; and selection within a specified district~~

publishing the at least a portion of the price-paid database via the web page based on the selection.

11. (Currently Amended) The method of Claim ~~9~~, wherein ~~the step of selecting~~ comprises 1, further comprising:

~~determining one of a zip code and or an area code of the a user; and~~

~~restricting the specified determining an area of a district to for which to provide the at least a portion of price-paid database based on an area within the one of a zip code and an or the area code.~~

12. (Currently Amended) The method of Claim ~~9~~, wherein ~~the step of selecting~~ comprises 1, further comprising:

~~determining one of a remote district, a regional district, and or a national district for the of a user; and~~

~~restricting the specified determining an area of a district for which to provide the at least a portion of price-paid database based on to an area within the one of a remote district, [[a]] the regional district, and or the national district.~~

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13. **(Currently Amended)** The method of Claim 9, ~~wherein the step of providing comprises~~
further comprising:

~~selecting from receiving, in association with the web page, a selection of a district~~
~~for which to publish the at least a portion of the price-paid information from stores within a~~
~~specified district database; and~~

providing the at least a portion of the price-paid database via the web page based
on the selection.

14. **(Currently Amended)** The method of Claim 1, 2, ~~wherein the step of obtaining the~~
~~information comprises further comprising:~~

~~recurrently requesting transfer of the identification and the price paid from the~~
~~checkout computer to the central computer containing the price-paid database~~ price paid.

15. **(Currently Amended)** The method of Claim [[14]] 1, further comprising:

~~recurrently requesting transfer of at least one of an inventory list price and or a~~
~~price differential between the inventory list price and the price paid to the central~~
~~computer.~~

16. **(Currently Amended)** The method of Claim 15, further comprising:

~~recurrently requesting transfer of at least one of a customer identification and or a~~
~~store identification to the central computer.~~

17. **(Currently Amended)** The method of Claim 16, ~~wherein the step of recording comprises~~
further comprising:

formatting the price-paid database into one or more ~~columnar entries that store,~~
~~wherein the columnar entries include at least one of the customer identification, the store~~
~~identification, the purchase item identification, the [[price-paid]]~~ price paid, the list price,
and the price differential.

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18. **(Currently Amended)** The method of Claim 17, wherein ~~the step of publishing~~
providing at least a portion of the price-paid database comprises:

~~providing on generating a web page that displays the at least a portion of the price-~~
paid database.

19. **(Currently Amended)** The method of Claim 18, wherein ~~the step of providing comprises~~
further comprising:

~~selecting from receiving, in association with the web page, a selection price-paid~~
~~information from at least one of a district, a store selection, a customer selection, a brand-~~
~~selection, and or a sales category; and selection within a specified district~~

providing the at least a portion of the price-paid database via the web page based
on the selection.

20. **(Currently Amended)** The method of Claim 18, wherein the step of selecting comprises:

determining ~~one of~~ a zip code ~~and or~~ an area code of the a user; and

~~restricting the specified~~ determining an area of a district for which to provide the
price-paid database based on the to an area within the one of a zip code and an or the area
code.

21. **(Currently Amended)** The method of Claim 18, wherein ~~the step of selecting comprises~~
further comprising:

determining ~~one of~~ a remote district, a regional district, and or a national district ~~for~~
~~the of a user; and~~

~~restricting the specified~~ determining an area of a district for which to provide the at
least a portion of price-paid database based on to an area within the one of a remote
district, ~~[[a]] the regional district, and a or the national district.~~

22. **(Currently Amended)** The method of Claim 18, ~~wherein the step of providing comprises~~
further comprising:

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~~receiving, selecting from in association with the web page, price-paid information from stores within a specified a selection of a district; and~~
providing the at least a portion of the price-paid database based on the selected district.

23. (Cancelled)

24. (Currently Amended) A system ~~for enabling a user to obtain pseudo-real time data on of providing~~ prices paid for purchased items ~~at a plurality of retail stores,~~ comprising:

~~a scanner configured to determine an identification of the purchased items;~~

~~a checkout computer connected to the scanner and configured to determine a price paid for each of the purchased items; and~~

~~a central computer remote from the a retail stores and store, wherein the central computer is configured to:~~

~~record receive from the plurality of retail store stores in a price-paid database at least one of an item an identification of a purchased item and a price paid for the price paid for each of the purchased item after a predetermined number of purchases have been made from the retailer; items, to recurrently obtain on a predetermined schedule information on the price paid for each of the purchased items from the retail stores, and to~~

~~record in a price-paid database remote from the retail store the identification and the price paid; and~~

~~publish at least a portion of the price-paid database.~~

25. (Currently Amended) The system of Claim 24, wherein the central computer is further scanner is configured to: determine

receive a customer identification associated with the purchased item; and

record the customer identification in the price-paid database.

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26. **(Currently Amended)** The system of Claim 25, wherein the ~~scanner is configured to scan at least one of~~ customer identification is scanned from a frequent shopper card, a credit card, a club member card, ~~and or~~ a debit card.

27. **(Currently Amended)** The system of Claim 25, wherein the customer identification is scanned from ~~scanner is configured to scan at least one of~~ a fingerprint, ~~retinal scan a~~ retina, and or a signature.

28. **(Currently Amended)** The system of Claim 24, wherein the ~~checkout~~ central computer is further configured to:

~~record a customer identification and the price paid for each of the purchased items in a checkout computer and recurrently upload~~ receive the recorded identification and the price paid to the ~~central computer~~ price paid.

29. **(Currently Amended)** The system of Claim 28, wherein the ~~checkout~~ central computer is further configured to:

~~compare the price paid to~~ receive an inventory list price, ~~record at least one of the inventory list price and~~ price or a price differential between the inventory list price and the price paid, ~~paid and recurrently upload the at least one of the inventory list price and the price differential to the central computer.~~

30. **(Currently Amended)** The system of Claim 29, wherein the ~~checkout~~ central computer is further configured to:

~~record at least one of the customer identification and~~ receive a store identification and recurrently upload the at least one of the customer identification and a store identification to the central computer record the store identification in the price-paid database.

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31. **(Currently Amended)** The system of Claim 30, wherein the central computer is further configured to:

format the price-paid database into columnar entries, wherein the columnar entries include at least one of the customer identification, the store identification, the purchase item identification, the price-paid, the list price, and the price differential.

32. **(Currently Amended)** The system of Claim 31, wherein the central computer is further configured to:

publish generate a web page including that displays the at least a portion of the price-paid database.

33. **(Currently Amended)** The system of Claim 32, wherein the central computer is further configured to:

receive, in association with the web page, a selection of includes price-paid-
information from at least one of a district, a store selection, a customer selection, a brand-
selection, and or a sales category; and selection within a specified district
generate the web page based on the selection.

34. **(Currently Amended)** The system of Claim 24, wherein the central computer is further configured to:

recurrently request transfer of the identification and the price paid from the
checkout computer price paid.

35. **(Currently Amended)** The system of Claim 34, wherein the central computer is further configured to:

recurrently request transfer of at least one of an inventory list price and or a price
differential between the inventory list price and the price paid from the checkout
computer.

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36. **(Currently Amended)** The system of Claim 35, wherein the central computer is further configured to:

recurrently request transfer of ~~at least one of a~~ customer identification ~~and or a~~ store identification ~~from the checkout computer.~~

37. **(Currently Amended)** The system of Claim 36, wherein the central computer is further configured to:

format the price-paid database into columnar entries, wherein the columnar entries include ~~at least one of the~~ customer identification, the store identification, the purchase item identification, the ~~[[price-paid]]~~ price paid, the list price, ~~and or~~ the price differential.

38. **(Currently Amended)** The system of Claim 37, wherein the central computer is further configured to ~~publish~~ generate a web page that displays the at least a portion of including the price-paid database.

39. **(Currently Amended)** The system of Claim 38, wherein the central computer is further configured to:

~~receive, in association with the web page, includes price-paid information from at least one of a selection of a district, a store-selection, a customer-selection, a brand-selection, and or a sales category; and selection within a specified district~~

publish the at least a portion of the price-paid database based on the selection.

40-49. **(Cancelled).**

50. **(Currently Amended)** The method of Claim 1, ~~wherein the step of recording comprises~~ further comprising:

sequentially requesting recurrently recording the identification and the price paid from the retailer as part of a sequential request for identifications of purchase items and prices paid for the purchase items from a plurality of retailers.

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~~at a point of sale received from a sequential request from the central computer to a checkout computer at each of the retail stores.~~

51. **(Currently Amended)** The system of Claim 24, wherein the central computer is further configured to:

sequentially request ~~recurrently record~~ the identification and the price paid ~~from the retailer as part of a sequential request for identifications of purchase items and prices paid for the purchase items from a plurality of retailers.~~

~~at a point of sale received from a sequential request from the central computer to the checkout computer at each of the retail stores.~~

52-55. **(Cancelled).**

56. **(New)** A computer-implemented method of providing a price paid for a purchased item, comprising:

processing, by a computer of a retailer, a purchase transaction that includes an identification of an item and a price paid for the item;

determining, by the computer, a number of purchases that have occurred at the retailer; and

causing, by the computer, the identification and the price paid to be communicated to a central computer remote from the retailer after the number of purchases meets or exceeds a predetermined number of purchases.

57. **(New)** The computer-implemented method of claim 56, wherein determining the number of purchases comprises:

incrementing, by the computer, a transaction variable that indicates the number of purchases.

58. **(New)** The computer-implemented method of claim 57, further comprising:

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resetting, by the computer, the transaction variable after the identification and the price paid is communicated to the central computer.

59. (New) The computer-implemented method of claim 56, further comprising:

determining, by the computer, a customer identification associated with the purchased item; and

causing, by the computer, the customer identification to be communicated to the central computer.

60. (New) The computer-implemented method of claim 59, wherein determining the customer identification comprises:

scanning a frequent shopper card, a credit card, a club member card, ~~and~~ or a debit card.

61. (New) The computer-implemented method of claim 59, wherein wherein determining the customer identification comprises:

scanning a fingerprint, a retina, or a signature.

62. (New) The computer-implemented method of claim 56, further comprising:

recurrently communicating, by the computer, the identification and the price paid to the central computer.

63. (New) The computer-implemented method of claim 56, further comprising:

comparing, by the computer, the price paid to an inventory list price;

determining, by the computer, a price differential between the inventory list price and the price paid; and

causing, by the computer, the inventory list price or the price differential to be communicated to the central computer.

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64. **(New)** The computer-implemented method of claim 56, further comprising:
receiving, by the computer, a request from the central computer to transfer the identification and the price paid.
65. **(New)** The computer-implemented method of claim 56, further comprising:
receiving, by the computer, a request from the central computer to transfer an inventory list price and a price differential between the inventory list price and the price paid.
66. **(New)** A system of providing a price paid for a purchased item, comprising:
a computer at a retailer, the computer configured to:
process a purchase transaction that includes an identification of an item and a price paid for the item;
determine a number of purchases that have occurred at the retailer; and
cause the identification and the price paid to be communicated to a central computer remote from the retailer after the number of purchases meets or exceeds a predetermined number of purchases.
67. **(New)** The system of claim 66, wherein the computer is configured to:
increment a transaction variable that indicates the number of purchases.
68. **(New)** The system of claim 67, wherein the computer is further configured to:
reset the transaction variable after the identification and the price paid is communicated to the central computer.

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69. **(New)** A computer readable medium storing instructions that when executed by a processor configures the processor to:

receive an identification of a purchased item and a price paid for the purchased item from a retailer after a predetermined number of purchases have been made from the retailer;

record in a price-paid database remote from the retailer the identification and the price paid for the purchased item; and

publishing at least a portion of the price-paid database.